ORDER

36632 Orders Order / Rev: 08828872 Alt Order #: Product Desc: REPUBLICAN JEWISH CO KLAS Estimate: Primary AE: Shelly Mooney Flight Dates: 09/17/12 - 10/21/12 10/02/12 / 10/02/12 Sales Office: K-DAL Original Date / Rev: Sales Region: Order Type: **GENERAL** National Jamestown Associates Agency Name: Cash Billing Type: **Buying Contact:** Billing Calendar: Broadcast Billing Contact: EOM/EOC Billing Cycle: 5937 Jones Creek Road 15% Baton Rouge, LA 70817 Agency Commission: Republican Jewish Coalition Advertiser Name:

A35-64 Demographic: Product Codes: PO4 Priority: LV2 AGY, POL, ISS Revenue Codes:

New Business Thru: 01/17/09 Order Separation: 00:10:00 Advertiser External ID: Agency External ID:

Bill Plan Net Amount End Date # Spots Gross Amount Start Date 09/30/12 60 \$65,500.00 \$55,675.00 08/27/12 59 \$113,250.00 \$96,262.50 10/01/12 10/21/12

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	60	\$65,500.00	\$55,675.00	0.00
October 2012	59	\$113,250.00	\$96,262.50	0.00
Totals	119	\$178,750.00	\$151,937.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Shelly Mooney			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	18%	\$178,750.00
Market	100%	\$993,055.56
Competitive Share	Share	Total
CABLE	0%	\$0.00
KDI D	00/	60.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	19%	\$188,680.56
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	13%	\$129,097.22
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	l Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 2	8	10/01/12	10/19/12	8 News Now 6a M	-F CM	6-7a	MTWTF	:30	4	\$1,200.00LV1	0.00 NM	4	\$4,800.00
				8 News Now 6a M	i-F								
1	MORNIN	IG NEWS											
	Star	t Date E	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	eek: 10/0)1/12	10/07/12	MTWTF	2	\$1,200.00	0.00						
We	eek: 10/0	08/12	10/14/12		0	\$0.00	0.00						

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Order / Rev: 36632

Advertiser:

Republican Jewish Coalition

Alt Order #: Flight Dates:

08828872

Product Desc:

09/17/12 - 10/21/12

Estimate:

REPUBLICAN JEWISH CO KLAS

Ln Ch	Start	End	Inventory Code			Time Days	Len Sp		Rtg Type		Amount
N 2 8			8 News Now 6a N 8 News Now 6a N		6-7a	MTWTF	:30	4 \$1,200.00LV	0.00 NM	4	\$4,800.00
MORNIN			Mankdaya	CnotoAllook	Data	Pating					
Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> MTWTF	Spots/Week 2	Rate \$1,200.00	Rating 0.00					
N 4 8		2 10/12/12			7-9a	MTWTF	:30	4 \$1,000.00LV	0.00 NM	4	\$4,000.00
			CBS This Mornin		, 54						, , , , , , , , , , , , , , , , , , , ,
THE EA			18to studence	C+-00/	Data	Datina					
-	rt Date	End Date	Weekdays MTWTF	Spots/Week	Rate \$1,000.00	Rating 0.00					
Week: 10/6 Week: 10/6		10/07/12 10/14/12	MTWTF		\$1,000.00	0.00					
N 6 8		2 10/19/12	Live w/Kelly	CM	9-10a	MTWTF	:30	4 \$850.00LV	2 0.00 NM	4	\$3,400.0
LIVE W	ITH KEL	.LY	Live With Regis	& Kelly							
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	01/12	10/07/12	MTWTF	2	\$850.00	0.00					
Week: 10/		10/14/12		0		0.00					
Week: 10/		10/21/12	MTWTF	2		0.00					
N 8 8	10/01/1	12 10/19/12	8 News Now Noo 8 News Now Noo		12-1230p	MTWTF	:30	3 \$850.00LV	2 0.00 NM	3	\$2,550.00
NOON											
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/07/12	MTWTF	1	\$850.00 \$850.00	0.00 0.00					
Week: 10/ Week: 10/		10/14/12 10/21/12	MTWTF MTWTF	1	\$850.00	0.00					
N 10 8		12 10/19/12		30p M-FCM	5-630p	MTWTF	:30	8 \$1,500.00LV	2 0.00 NM	6	\$9,000.00
EVENIN	IG NEW	'S ROTATOF	8 News Now 5-6	30p M-F							
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	01/12	10/07/12	MTWTF		\$1,500.00	0.00			1		
Week: 10/	08/12	10/14/12	MTWTF		\$1,500.00	0.00					
Week: 10/		10/21/12		0	*****	0.00		0.00.000.00114	0.00.104		60 000 0
N12 8	10/01/1	12 10/19/12	8 News Now 11p 8 News Now 11p		11-1135p	MTWTF	:30	2 \$2,200.00LV	1 0.00 NM	4	\$8,800.0
NEWS /	AT 11P					4					
	rt Date	End Date	Weekdays	Spots/Week		Rating					
Week: 10/		10/07/12	MTWTF	2		0.00					
Week: 10/		10/14/12	MTWTE	0	\$0.00 \$2,200.00	0.00					
Week: 10/		10/21/12	CBS News Sund			ay MorniS	:30	2 \$1,500.00LV	1 0.00 NM	4	\$6,000.0
			CBS News Sund		ODO Guilda	ay Morrii 5	.50	2 01,000.0020	0.00 1111	,	\$0,000.0
CBS SU		End Date	Mookdays	Spots/Week	Rate	Rating					
<u>Sta</u> Week: 09/	rt Date	09/23/12	<u>Weekdays</u> S		\$1,500.00	0.00					
Week: 09/		09/30/12	S		\$1,500.00	0.00					
15 8			8 News Now Sun			w Sun A5	:30	1 \$1,500.00LV	1 0.00 NM	5	\$7,500.0
			8 News Now Sur	n AM #2							
NEWS											
-	rt Date	End Date	Weekdays	Spots/Week		Rating					
Week: 09/		09/23/12	S		\$1,500.00	0.00					
Week: 09/		09/30/12 10/07/12	S S		\$1,500.00 \$1,500.00	0.00					
Week: 10/ Week: 10/		10/07/12	S		\$1,500.00	0.00			/		
Week: 10/		10/21/12	S		\$1,500.00	0.00					
16 8		12 09/30/12		11p CM	11-1135P	S	:30	1 \$900.00LV	1 0.00 NM	2	\$1,800.0
NEWS /	AT 11P		8 News Now Sur	1 1 1 b							
	irt Date	End Date	Weekdays	Spots/Week	Rate	Rating			8		
Week: 09/		09/23/12	S	1	\$900.00	0.00			0		
Week: 09/		09/30/12	S	1		0.00					
17 8			8 News Now Sur	•	11-1135P	S	:30	1 \$1,100.00LV	2 0.00 NM	3	\$3,300.00
NEWS	AT 11P		8 News Now Sur	ιτιρ							

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KLAS

Order / Rev:

36632

Advertiser:

Republican Jewish Coalition

Alt Order #:

08828872

Product Desc:

REPUBLICAN JEWISH CO

Flight Dates:

09/17/12 - 10/21/12

Estimate:

Ln Ch	start	End	Inventory Code Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
17 8	3 10/07/1	2 10/21/12	•	11-1135P	S	:30	1	\$1,100.00LV2	0.00 NM	3	\$3,300.00
NE\	NS AT 11P		8 News Now Sun 11p								
	Start Date	End Date	Weekdays Spots/Week	Rate	Rating						
	: 10/01/12 : 10/08/12	10/07/12 10/14/12		\$1,100.00 \$1,100.00	0.00 0.00						
	: 10/06/12 : 10/15/12	10/14/12		\$1,100.00	0.00						
18 8	3 09/19/1	2 09/21/12	8 News Now 6a M-F CM 8 News Now 6a M-F	6-7a	WTF	:30	5	\$900.00LV1	0.00 NM	5	\$4,500.00
Week:	Start Date : 09/17/12	End Date 09/23/12	Weekdays Spots/Week		Rating 0.00						
19 8		2 09/21/12	CBS This Morning 7-9a CM CBS This Morning	7-9a	WTF	:30	4	\$800.00LV1	0.00 NM	4	\$3,200.00
	E EARLY SHO <u>Start Date</u> : 09/17/12	End Date 09/23/12	Weekdays Spots/Week	<u>Rate</u> \$800.00	Rating 0.00						
20 8		2 09/21/12	Live w/Kelly CM	9-10a	WTF	:30	4	\$750.00LV1	0.00 NM	4	\$3,000.00
			Live With Regis & Kelly								
LIV	E WITH KEL Start Date	LY End Date	Weekdays Spots/Week	Rate	Rating						
Week	: 09/17/12	09/23/12	WTF 4		0.00						
21 8	3 09/19/1	2 09/21/12	8 News Now Noon M-F CM	12-1230p	WTF	:30	3	\$750.00LV1	0.00 NM	3	\$2,250.00
NO	ON NEWC		8 News Now Noon M-F								
NO	ON NEWS Start Date	End Date	Weekdays Spots/Week	Rate	Rating						
Week	09/17/12	09/23/12	WTF 3		0.00						
22 8	3 09/19/1	2 09/21/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	5-630p	WTF	:30	9	\$1,300.00LV1	0.00 NM	9	\$11,700.00
Maale	Start Date : 09/17/12	End Date 09/23/12	Weekdays Spots/Week	<u>Rate</u> \$1,300.00	Rating 0.00						
23 8		2 09/21/12		11-1135p	WTF	:30	2	\$1,900.00LV1	0.00 NM	2	\$3,800.00
	WS AT 11P	2 00/21/12	8 News Now 11p M-F	,,,,,,,,			_	*.,			***********
Week	Start Date : 09/17/12	End Date 09/23/12	Weekdays Spots/Week	<u>Rate</u> \$1,900.00	Rating 0.00						
24 8	3 09/24/1	2 09/28/12	8 News Now 6a M-F CM 8 News Now 6a M-F	6-7a	MTF	:30	4	\$900.00LV1	0.00 NM	4	\$3,600.00
Week	Start Date : 09/24/12	End Date 09/30/12	Weekdays Spots/Week MTF 4	<u>Rate</u> \$900.00	Rating 0.00						
25 8			CBS This Morning 7-9a CM CBS This Morning	7-9a	MTF	:30	4	\$800.00LV1	0.00 NM	4	\$3,200.00
THE	E EARLY SHO		Mantalana Casta Minata	Data	Bating						
Week	Start Date : 09/24/12	End Date 09/30/12	Weekdays Spots/Week		Rating 0.00						
			Live w/Kelly CM Live With Regis & Kelly	9-10a	MTF	:30	4	\$750.00LV1	0.00 NM	4	\$3,000.00
LIVI	E WITH KEL										
Mook	Start Date : 09/24/12	End Date 09/30/12	Weekdays Spots/Week	. ——	Rating 0.00						
			8 News Now Noon M-F CM	12-1230p	MTF	:30	3	\$750.00LV1	0.00 NM	3	\$2,250.00
			8 News Now Noon M-F	•							
NO	ON NEWS	End Data	Mookdove Chataliliasis	Doto	Pating						
Week	Start Date : 09/24/12	End Date 09/30/12	Weekdays Spots/Week MTF 3		Rating 0.00						
			8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	5-630p	MTF	:30	8	\$1,300.00LV1	0.00 NM	8	\$10,400.00
Week	Start Date : 09/24/12	End Date 09/30/12	<u>Weekdays</u> <u>Spots/Week</u> MTF 8	<u>Rate</u> \$1,300.00	Rating 0.00						
29	8 09/24/1	2 09/28/12	8 News Now 11p M-F CM 8 News Now 11p M-F	11-1135p	MTF	:30	2	\$1,900.00LV1	0.00 NM	2	\$3,800.00
NE	WS AT 11P										

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KLAS

Totals

119 \$178,750.00

Order / Rev:

36632

Advertiser:

Republican Jewish Coalition

Alt Order #:

08828872

Product Desc:

REPUBLICAN JEWISH CO

Flight Dates:

09/17/12 - 10/21/12

Estimate:

Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End **Inventory Code** Break 11-1135p M--TF--:30 2 \$1,900.00LV1 0.00 NM \$3,800.00 29 09/24/12 09/28/12 8 News Now 11p M-F 8 News Now 11p M-F **NEWS AT 11P Start Date End Date** Weekdays Spots/Week Rate Rating M--TF--0.00 Week: 09/24/12 09/30/12 2 \$1,900.00 1 \$2,400.00LV1 0.00 NM \$9,600,00 MTWTF--1:00 8 10/01/12 10/21/12 8 News Now 6a M-F CM 6-7a 8 News Now 6a M-F **Start Date End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/01/12 10/07/12 1 \$2,400.00 0.00 MTWTF--Week: 10/08/12 10/14/12 1 \$2,400.00 0.00 MTWTF--Week: 10/15/12 10/21/12 2 \$2,400.00 0.00 10/01/12 10/21/12 CBS This Morning 7-9a CM 7-9a MTWTF--1:00 1 \$2,000.00LV1 0.00 NM \$8,000.00 N 31 8 **CBS This Morning** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/01/12 10/07/12 MTWTF--\$2,000.00 0.00 MTWTF--2 \$2,000.00 0.00 Week: 10/08/12 10/14/12 MTWTF--1 \$2,000.00 0.00 10/21/12 Week: 10/15/12 1 \$1,700.00LV2 0.00 NM \$6,800.00 MTWTF--1:00 10/01/12 10/21/12 Live w/Kelly CM 9-10a N 32 Live w/Kelly Spots/Week Rating **Weekdays Start Date End Date** Rate MTWTF--0.00 1 \$1,700.00 10/07/12 Week: 10/01/12 Week: 10/08/12 10/14/12 MTWTF--2 \$1,700,00 0.00 MTWTF--1 \$1,700.00 0.00 Week: 10/15/12 10/21/12 1:00 1 \$1,700,00LV2 0.00 NM 3 \$5,100,00 N33 10/01/12 10/21/12 8 News Now Noon M-F CM 12-1230p MTWTF--8 News Now Noon M-F Start Date **End Date** Weekdays Spots/Week Rate Rating 0.00 Week: 10/01/12 10/07/12 MTWTF--1 \$1,700.00 MTWTF--10/14/12 1 \$1,700.00 0.00 Week: 10/08/12 MTWTF--1 \$1,700.00 0.00 Week: 10/15/12 10/21/12 10/01/12 10/21/12 8 News Now 5-630p M-FCM 5-630p MTWTF--1:00 1 \$3,000.00LV2 0.00 NM \$27,000.00 N 34 8 News Now 5-630p M-F Rating **End Date** Weekdays Spots/Week Rate Start Date 2 \$3,000.00 0.00 Week: 10/01/12 10/07/12 MTWTF--MTWTF--0.00 4 \$3,000.00 Week: 10/08/12 10/14/12 MTWTF--3 \$3,000.00 0.00 10/21/12 Week: 10/15/12 \$4,400.00 1 \$4,400.00LV1 0.00 NM 11-1135p MTWTF--1:00 10/01/12 10/12/12 8 News Now 11p M-F N 35 8 News Now 11p M-F Weekdays Spots/Week Rating Rate Start Date **End Date** 10/07/12 0 \$0.00 0.00 Week: 10/01/12 Week: 10/08/12 MTWTF--1 \$4,400.00 0.00 10/14/12 CBS Sunday Morni----S 1 \$4,000.00LV1 0.00 NM \$12,000.00 10/07/12 10/21/12 CBS News Sunday Morr@M 1:00 **CBS News Sunday Morning** Start Date Weekdays Spots/Week Rating **End Date** Rate 10/07/12 ----S \$4,000.00 0.00 Week: 10/01/12 1 Week: 10/08/12 10/14/12 ----5 1 \$4,000.00 0.00 -----1 \$4,000.00 0.00 Week: 10/15/12 10/21/12